

MULTICHANNEL

Tiffany behind-the-scenes documentary makes multichannel debut

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Tiffany diamond ring

By STAFF REPORTS

Jeweler Tiffany & Co. is making its big screen debut with the release of the first fully authorized documentary about the "international obsession."

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"Crazy About Tiffany's," produced by Quixotic Endeavors, provides a look at both the brand's inner workings and how its blue boxes have pervaded pop culture, from "Breakfast at Tiffany's" to the popularization of the engagement ring. For Tiffany, opening its doors to a camera crew may help it capitalize on the aura that already surrounds its company, as consumers get to learn more about the New York-based institution.

Out of the box

Two years ago, Tiffany tapped Matthew Miele, director of "Scatter My Ashes at Bergdorf's," for a documentary chronicling its history.

Independent filmmaker Matthew Miele's [@TiffanyMovie](#) debuts in theaters and on demand today. <https://t.co/dJqfekmx2s> pic.twitter.com/RZ8mGoofzg

Tiffany & Co. (@TiffanyAndCo) **February 19, 2016**

The documentary sheds light on how Charles Lewis Tiffany developed the brand following its inception in 1837 and then travel through pivotal moments in its history. Unlike social media followers, for example, audiences of a documentary have a higher tolerance for absorbing information, which gives Mr. Miele plenty of slack when capturing the brand's lengthy background ([see story](#)).

A trailer for the film captures celebrities such as Jessica Biel and Katie Couric talking about their relationship and fixation on the brand. Other scenes show Francesca Amfitheatrof, the first female creative director of the house, developing new styles for the house to push its design aesthetic.

Crazy About Tiffany's trailer

In January, distributor Gravitas Ventures acquired the film. Rather than limiting the release to theaters, the documentary is also available to rent or purchase via video on demand services such as iTunes, Vimeo, Tugg and

Vudu.

At the release, consumers can also purchase a DVD or blu-ray copy.

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